

# CALIFORNIA LIBRARY BULLETIN



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• issued quarterly by the

**California Library Association**

March 1948

Vol. 9, No. 3

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"The Crisis in Children's Books," a stenotype report of an ALA session at San Francisco in 1947, led by Mrs. Frances Clarke Sayers and sponsored by the Children's Library Association, has been published. Copies may be secured from Dorothy L. Hamilton, 2327 Ramona Street, Palo Alto, for seventy-five cents.

The School Library Association spring meeting was held in Fresno on March 13-14, the general topic being "the Library as Coordinating Agency in the Curriculum." Mrs. Edith Schroeder and Mrs. Melissa Fuller, chairman.

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**MRS. BESS R. YATES**

Mrs. Bess R. Yates, past-president of the California Library Association and former librarian of the Glendale Public Library, died at Oceanside Hospital on November 16, 1947. She was a person of high ideals, great courage, and tremendous energy. Her interest in librarianship extended beyond her immediate responsibilities, but her interest in life and people was paramount.

Mrs. Yates was a graduate of the University of California and of the library school at the California State Library. She became first assistant at the McHenry Public Library in Modesto, and served as librarian of Amador County. In September 1924 she went to the Long Beach Public Library, where she reorganized the book-order work and set up a new Order Department. Resigning in July 1929, she joined the staff of the Los Angeles County Library, first working in the Reference Department, then in the Branches Division.

In 1932 she was appointed Chief Librarian of the Glendale Public Library, and the organization which she developed there in twelve years is her chief monument. Most obvious of her accomplishments was the erection of the modern library building. She poured enormous energy into two campaigns for bond issues, and these having failed, she still succeeded in her purpose by securing Federal assistance for the expansion program as a public works project. The book collection of the library, well supplied with basic, standard works, is in large her work. With uncanny ability she kept in touch with every department of the library but did not forget the growing community she served. She developed regular discussion and book review groups and made newspaper publicity a telling part of her community program. Scrapbooks in the library witness the success of her promotional efforts during the years. Glendale city officials remember her ability to operate the library as part of the municipal administration, for she recognized the importance of the busi-

ness side of the library's relationship with the community. The staff recall her as a dynamic personality and as one who delighted to entertain. They well remember the pleasant evenings in the Yates' home. "She was a woman who lived every moment."

In the California Library Association Mrs. Yates served on numerous committees, was president of the Southern District during 1936-1937, and president of the Association in 1939-1940. She was also active in the ALA. Althea Warren saw much in her to admire. "I found her always eager to adopt new ideas, and always taking a very sane way of considering every side of a question," Miss Warren said.

As CLA President, Mrs. Yates urged librarians not only to accept change, but to be "the pioneers in those new policies and opportunities which point the way toward better living." "May we," she said in her annual message, "be the monitors of the battleground for racial tolerance, for economic freedom, and for social justice."

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# CALIFORNIA LIBRARY BULLETIN

VOLUME 9

MARCH 1948

NUMBER 3

Howard M. Rowe, CLA President  
Mrs. W. R. Yelland, Executive Secretary

Neal Harlow, Editor  
Eugene Hart, Advertising Mgr.

## EDITOR'S SOLILOQUY

THE EDITOR covered the Gold Discovery, one hundred years late. After halting a night at Sutter's Fort, he set out with camera obscura, horseless carriage, E Clampus Vitus insignia, and a press pass to invade Coloma. And on that fabulous spot, with stamp collectors, lowans, and native sons, he raised again "the sordid cry of gold! gold from the American River!" The hordes of 1948 came to parade, speak, carouse, look — every man to his taste propitiating the pioneer spirit and polishing off another centennial. We are clearly a history conscious people, if a little indifferent to fate, and, if librarians will tap that interest as an impulse to reading, they will harness static power to a useful end. Local history is a source of gentle coercion to reading if we but take the pains to draw from it.

The Library of Congress is in fact the national library of the United States, although it is not yet so defined by law. By reason of its many widely beneficial projects, from cooperative cataloging to the Cooperative Acquisitions Project, it is the most vital and influential force in the American library system. Visitors to the library are constantly amazed by the apparently overwhelming amount of material being received and processed, and the library's representatives, searching for new sources, are scattered throughout the world. Among its public services in 1947 were over a million books issued to a half-million readers, some 18 million cards sold, about 190,000 photographic orders filled, more than 15,000 items shipped on inter-library loan, and thousands of documents distributed to cooperating libraries. These steady extrusions, reaching to all parts of the country, make the Library of Congress seem nearer to us here on the west coast than do the New York publishers, some of our library association offices, and the federal government itself.

But our pride in the national library has of late been colored with anxiety because of the restricted budget provided it by Congress. Over 100 persons are to be dropped from the library staff; a 21% cut was made in book funds; there is 24% less for the Law Library; a drastic reduction has been made in union catalog projects; there is less for printed cards; and it has been recommended by Congress that a "fair portion" of the initial cost of cataloging books be passed along to libraries. We must work through our Congressmen and Senators for adequate support for the Library of Congress — our loyalty test to the National Library.

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| CLA Constitution published in the Bulletin of December 1945. |                        |  |         |

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# DIRECT MAIL PROMOTION FOR PUBLIC LIBRARIES

By ALBERT J. BIGGINS

THE PUBLIC LIBRARY should be the home town's most active service club, but it is above average if it is. Its emblem doesn't hang at the city gates, nor is it considered a club at all. Its status is often that of a division of local government from which all citizens are entitled to seek benefit. Among those who take a dim view of the library as a bureau is the author of this article. Mr. Biggins sees the library as a book club and believes one of its jobs is to sell its services to a reluctant public. Direct mail advertising will bring results for a public library, he says, and he offers a plan, abbreviated here, to anyone willing to try it. Biggins is a graduate of the library school of Western Reserve University, is an ex-GI (glider pilot), and is Sales and Promotion Manager of the University of California Press.

**S**INCE BEFORE the war the use of the American public library has decreased. Recently a group of leading librarians estimated that 10% of the population is using the library. At about the same time, the National Opinion Research Center found that 41% of adults consider reading one of their favorite spare-time activities. Obviously, if 41% of the adult population represents the reader potential, then 10% of the population is about 25% of the reading public.

A survey of Washington, D. C., by the Washington Post (1946) shows a still less frequent use of the library by the population. 36% of all adult readers interviewed in the city had read at least one book during the summer. 34% of these books had been purchased by the readers; 26% were borrowed from friends or relatives; 18% were obtained from book clubs; 14% came from rental libraries; 5% were secured from the public library; and 3% were from other sources. Libraries provided the lowest percentage of books identifiable by source. Why do such a small percentage of the people who read patronize the free public library?

There are a number of reasons. Pub-

lic schools and state university extension agencies are in many places expanding adult education programs, providing services the public library might be giving. In California in 1946 the state spent over 4¼ million dollars for adult education by educational agencies not in the library, and 600,000 adults took part in this non-library educational program. Yet libraries began adult education before there was an adult education organization on a national scale.

In 1923 the Chicago Public Library inaugurated a Reader's Bureau, but it was cautious in advertising its activities or accomplishments because preliminary publicity resulted in such a demand for the services promised that further promotion was considered unwise. Then in Chicago in March 1926 the American Association for Adult Education was organized.

Another reason for the decreased use of the public library is the local rental library. Americans spend \$100,000 a month in rental fees for circulating library books. It is true that the public library cannot stock sufficient quantities of best-seller fiction, but rental libraries also circulate large numbers of non-fiction titles. Why should citizens rent non-fiction when the community supports a free public library?

Book clubs may also help to account for the decreased use of the public library. In 1946, *Book Find News*, organ of the Book Find Club, went to 100,000 members; and the *Book-of-the-Month-Club News* was distributed to 600,000 members of that well known organization. Each year since 1940 the *Book-of-the-Month-Club* has earned \$750,000. These two of many such clubs have, by a continuous program of publicity and promotion, made the general public want to read the books offered.

Adult education is a basic justification

for public libraries, and if libraries do not accept a full share of the responsibility for adult education, part of their function and of their justification for existence will be lost permanently to other government agencies.

No agency serving the public may consider its obligations fulfilled until the public has been offered its service, and an agency which does not inform the public is evading the performance of that service. The public must be informed.

#### Library Publicity

What methods and techniques are to be used is a major problem. Few libraries have large appropriations for publicity, promotion, or public relations. Too often newspaper stories about the library are written by amateur newspapermen or by amateur librarians. Newspaper book reviews, sometimes sponsored by the library, are often produced by junior assistants, and sometimes the writing of reviews is passed around from one assistant to another, making continuity, a high standard of reviews, and good writing impossible. In addition, a newspaper reaches only those citizens who take the paper. Stories about the library are used at the pleasure of the editor, and they must vie for readership with sensational news. For this reason a publicity release must have an unusual angle or news value to get published at all, and these prerequisites often make the story valueless to the library. Probably the greatest failing of newspaper publicity is that a library story does not make the reader feel an immediate urge to use the library. In spite of these disadvantages, however, newspaper stories are good because they provide publicity of an institutional nature, and libraries need this type of promotion as much as any other.

Radio publicity and promotion likewise have several disadvantages. Libraries cannot afford to buy time on radio stations, and this means that the station must donate time as a public service, time that cannot be sold profitably and that almost inevitably has a low listen-

ing rating. A radio program must be advertised by other media for fullest success, meaning two efforts expended for one net result. And radio presentation is a highly specialized procedure, requiring good writing, good radio presence, good diction, and good direction. Again, the radio program produces no strong urge in the listener to use the public library.

Book posters are useful in library publicity, but they do not reach enough people. Too often they are used only in exhibits in the library, and only people who are already library patrons see them.

#### Direct Mail Promotion

Direct mail promotion can select and control its public in a way that radio and newspaper promotion cannot, and the efficiency of this method has been proved by the numerous mail order businesses which have used it exclusively. In book distribution, the book clubs have demonstrated beyond doubt that direct mail pays. Many of the small publishers do the bulk of their gross business in this way.

There is one serious disadvantage in direct mail promotion for libraries. Unlike free newspaper space and free radio time, it costs money. However, since nearly all libraries now print book lists to be distributed from the loan desk, the only new cost would be that of distribution.

Direct mail advertising has no limitation on its readership except as distribution is limited by cost. It may be used regularly, and regularity is a strong determinant of effectiveness. Copy may be as readable as the copywriter can make it; unlike the newspaper and radio, there is no competition with sensational stories or more popular programs. Direct mail promotion is not a highly technical procedure as is the production of a radio program, and unlike any other media, it can awaken the urge in the individual to use the library, and provide him an opportunity to act immediately. Direct mail is excellent institutional promotion. It is the only form of promotion that

will give a positive tabulation of results. Direct mail promotion, unlike posters and handbills, will reach not only those people who use the library, but, as shown by the previously mentioned library-use figures, will go to nine potential readers for every individual who is already a library patron. Even people who do not want to use the library must admit that the library is fulfilling its function by offering its services.

A direct mail campaign should be the basis of a full-scale library promotion program. It should include timed publicity releases and feature stories in local newspapers, and such stories as can be placed in national popular and professional publications. A careful tabulation of results should be kept and regular reports made in order to provide statistical data calling for increased library support.

#### **Blueprint for Direct Mail Campaign**

Many libraries have organized Friends of the Library or Friends of Good Reading clubs as public relations implements, and there is little doubt that the practice is an excellent one. Commercial book concerns, kept alive and flourishing by publicity and promotion, organize book clubs and enlist membership by direct mail. There is no reason to suppose, therefore, that a library book club, promoted by direct mail, would not be a powerful influence in increasing the use of the public library.

Following is a blueprint of organization:

1. Name: Library Book Club.
2. Aim: To encourage good reading.
3. Publication: *Library Book Club News*, a 2 to 4 page folder measuring approximately  $5\frac{1}{4}$  by  $8\frac{1}{2}$  inches. Content to include: 1 page of book and library notes and news, the rest of the space to be devoted to books, grouped by subject, then by title, giving author and classification number. The object is to spread community reading over a large number of titles and thus to decrease the peak demand for best selling non-fiction by promoting and supplying other books on the same subject.

4. Membership: All citizens of the community eligible.

5. Dues and Meetings: None.

6. Officers: The chief librarian or administrator of the club to be the director and only officer.

The first step in organizing the club is to draw up and distribute a questionnaire to prospective club members in order to survey the community for subject interests, promote the library, inform the public that the Library Book Club is being organized, and provide opportunity for newspaper and periodical publicity. The questionnaire should include a statement that since the library is supported by tax funds it owes service to the taxpayers, and that the book club is being organized in the interest of better service; a list of subjects of possible interest to the patron are enclosed with a request for cooperation by checking the list and returning the questionnaire immediately.

Ideally the form should be mailed to all taxpayers, but since results are unpredictable and facilities limited, a definite percentage of the citizens should be selected. The first mailing should be to not less than 1% of the population, or not less than a thousand people, and it should be the best cross section of citizens available.

The questionnaire should be printed on the book club letterhead and be folded to fit a  $6\frac{3}{4}$  inch white envelope. Upon the envelope should appear the return address of the book club, and a business reply envelope ( $6\frac{1}{4}$  inches long, to fit inside the larger envelope) should be enclosed. A first class mailing permit for business reply envelopes or cards may be obtained from the local post office without fee upon agreeing to pay, upon delivery of the mail, 1¢ more than the regular postage cost per piece delivered. First class envelopes delivered to the library will cost 4¢ each, and each post card delivered on a business reply permit will cost 2¢.

The first mailing should be sent about one month before the *Library Book Club News* first appears, and it should be



mailed on Saturday afternoon to insure delivery on Monday, since the early part of the week is the best time for favorable results. A 3 by 5 inch card should be made, carrying the name and address of each person on the mailing list, and these cards should be filed alphabetically and be used for the tabulation of results and for future mailing lists.

Immediately a close watch should be placed upon registration and circulation records, since much of the return will be noticeable only in generally increased circulation figures. Incoming mail must be gone over carefully, and information on returned questionnaires be transferred to the card file, properly dated.

Three weeks before the next mailing date, copy for the *Library Book Club News* should go to the printer. Since the *News* will replace the former book list, the edition should be for 2,000 more than the book list order. A thousand are to be sent to the questionnaire mailing list, the remainder to be distributed at the library and sent out as publicity releases. The *News* should be mailed in 6¾ inch white envelopes identical to those used for the questionnaire and should enclose a business reply card addressed to the Library Book Club. In small print the card should ask the reader to "Write on this card the name, author, and number for each of the books you wish to reserve, fill in your name and address, and drop the card into the nearest letterbox. As soon as the book is available, you will be notified. You may pay 2¢ per book for postal notification when you come to the library." Cards should be ordered by the library for four months of mailing in order to obtain quantity rates.

Since the direct mail campaign is based upon repetition, its efficiency will depend much upon timing, and a careful scheduling of all its steps must be well worked out in advance.

#### Cost of Campaign

The complete cost of the program for a four months trial period would have

to include the expenses for both material and postage, plus the salaries of the staff engaged in executing the program. However, secretarial and stenographic work could be done by library personnel during off-peak hours, and the actual cost is therefore based upon material and postage alone.

For a five months mailing program (questionnaire and 4 issues of the *News*) the cost would be \$100 for material and about \$80 for postage (presuming a 25% return), or an average of \$36 per month. That is, to reach 1,000 borrowers five times at regular intervals, the cost would be 3 6/10¢ per announcement.

It is entirely possible that the Library Book Club might grow out of proportion to the effort expended. If this should happen, the membership list could be placed on addressograph stencils, costing from 6½¢ to 7½¢ each. Over a year's time this cost would be more than saved in stenographic expense, and after the stencils are made, the list can be run for as little as 1½¢ per name. Actually, maintaining the list on stencils and stuffing the envelopes can be done outside the library by a commercial firm, the operations for a year, on the basis of 1,000 names mailed 12 times, costing 1½¢ per name per mailing.

At its worst, a direct mail program would be a means of circulating a monthly list of books to prospective patrons of the library. At its best, with an imaginative approach and reasonable enthusiasm, it would inform the community (including business men who use the same methods) that the library is a living, growing, community organization. It would tell the library patron of new publications in his field and fulfill the library's obligation to offer books, free of charge, to everyone. It would increase reserves by mail and build up library circulation. Statistics show that hidden results of direct mail promotion are equal to three times known results. There is no reason why the Library Book Club should not become a great community enterprise and a powerful influence for community betterment.

## BOOKMOBILE FOR INCREASED SERVICE

By MARY J. GREEN

PARNASSUS ON WHEELS! Libraries are taking to the road in California as librarians go half way to put books into the hands of outlying readers. Ventura County Library has the longest record of bookmobile operation in the state, and Santa Barbara and Alameda counties are the latest to adopt mobile service. Kern, Napa, Long Beach, and Richmond have their names on book vans, and Tehama County has a vehicle in the budget. Miss Green stresses here the use of mobile stations to improve existing service, a statement inspired by a recent need felt in one of our county systems. The paper was prepared for Dr. Joeckel, of the UC School of Librarianship, of which the author is a graduate. After two and a half years of Army Library Service in the Pacific, Miss Green is on the staff of Miss Jessie A. Lea, Contra Costa County Librarian.

**T**HE BOOKMOBILE is generally recognized as a means of reaching areas which cannot be adequately served by stationary branches. It should also be thought of as a replacement for existing library stations which are operating unsatisfactorily.

An average county library maintains a number of stations with limited, uncataloged collections, serving relatively small communities. These are in addition to the regular cataloged branches, located in larger centers, staffed by more highly qualified assistants, and corresponding in size and hours of service to small municipal libraries. The stations comprise a flexible distribution system, their size, hours, and number changing from time to time. It would not be uncommon within a given year for a central library administration to suspend a station for lack of space or for disuse, to add or plan another, to convert a station collection into a cataloged branch and prepare others for this step.

Within a library system a number of established stations may usually be found to be unsatisfactory for any of the following reasons: insufficient hours and no hope of adding more time; unsuitable location, not available to enough readers;

insufficient space for an adequate collection; or lack of suitable personnel, with no qualified persons locally available.

The use of a bookmobile should be seriously considered as a substitute for stations that are below par in performance. It may be true that communities even with sub-standard stationary libraries are reluctant to accept the substitution of a mobile library, with its limited hours and space, and intangible compensations, for the more obvious offerings of a *real* library. On the other hand, bookmobiles appeal to the imagination, provide, literally, a good vehicle for public relations work, and correct the unwholesome conditions mentioned above.

### FOR the Bookmobile

*Hours.* Bookmobile hours can be adjusted to local needs instead of being dictated by the limitations of available housing, and they can be equalized among the stations.

*Location.* Bookmobile stops can be chosen for their accessibility, and can be changed, or new stops can be added if desired. Schools, industrial and shopping centers, or commuter stations can be easily served by mobile units. Alternating stops can be scheduled at different locations in a scattered community in order to reach all the population. Moreover, all people can use the bookmobile, whereas locations in homes, stores, women's clubs, and company buildings may exclude some potential borrowers.

*Space.* From fifteen hundred to two thousand books and up to twenty persons can be accommodated in the type of bookmobile that is suitable for use in open country. And, since a large part of the collection would presumably be off the shelves, in borrowers' homes, the actual number of titles handled by a traveling unit would be considerably more than its shelf capacity — much



larger than the average library station collection. A respectable library of fiction, non-fiction, and reference books can be provided by the mobile plan.

**Personnel.** Librarians accompanying the moving branch are delegates of the headquarters staff. They are the highest trained employees of the central library, and include even the head librarian, who makes periodical tours. Instead of persons of limited qualifications, chosen largely because of local availability, the bookmobile brings professional library people. By turn, each may meet and directly serve the public instead of consuming his time at headquarters in the preparation of routine shipments and in planning station visits. The central library staff is thus able to advise reading, handle reference problems, encourage requests and inquiries, give maximum service with materials at hand, and make the greatest use of the facilities of the library system, meanwhile spreading the concept of unified library service and its possibilities. Headquarters specialists can make regular visits via the bookmobile, giving added service as children's librarians, reference or public relations advisors, etc.

Bookmobile service improves the content of station collections as well as enlarges their size; it increases the use of books purchased, allowing them a minimum time out of circulation; it facilitates the opening of new stations, as bookmobile stops; and it provides new opportunities for library publicity.

#### **AGAINST the Bookmobile**

There are negative aspects of bookmobile operation to be considered: the dissatisfaction of communities previously served by fixed stations; the need for additional headquarters personnel to staff the bus full time; irregular work schedules for bookmobile personnel; operating cost; and original cost of bookmobile equipment.

It has already been suggested that the attraction of the bookmobile, once in operation, and the improvement of service hours, collection, personnel, location, and library service in general

would compensate for the loss of a stationary branch.

Headquarters personnel already spend a considerable part of their time preparing and returning shipments for the fixed stations. The several branch department employees of various grades sharing in this work would together about equal the full-time staff required to man the bookmobile. The driver-helper would be additional.

Work schedules for a fair-sized library branch department can usually be so arranged that compensation for evening service may be made by allowing time off, and a few members need not be imposed upon. Public library work usually entails some evening employment, and that factor need not cause difficulty in a recruitment program. Bookmobile service is considered by some librarians to be sufficiently attractive to make up for other inconveniences.

To be justly evaluated, the expense of operating a bookmobile must be compared with the relatively high cost of existing satisfactory service. The predictable rise in circulation, and the intangible improvements of service which may be expected should be weighed with the comparative costs. Costs for travel and mileage, postage and express, and staff time chargeable to a group of unsuccessful stations are hard to compute accurately, but a careful estimate is given below for a sample of twelve such stations. It should be borne in mind that postage and express costs for the satisfactory branches might be materially reduced by making carefully planned delivery stops on the bookmobile route, perhaps doubling this particular saving.

#### **Comparative Monthly Statistics**

|                       | 12<br>Stations | Book-<br>mobile |
|-----------------------|----------------|-----------------|
| Personnel             |                |                 |
| Office                | \$210          | \$409           |
| Station               | \$235          | \$ 0            |
| Travel                | \$ 12          | \$ 97           |
| Mail, Express         | \$ 17          | \$ 0            |
| Average hours service | 16             | 24              |
| Average book stock    | 540            | 1600            |
| Average circulation   | 129            | ?               |

(Continued on page 94)

# CONSERVATION OF NEWSPAPER RESOURCES

By NEAL HARLOW

NEWSPAPER COLLECTIONS are ravenous users of library space. They are heavy, hard to handle, require careful supervision, attract triffles as well as scholars, and deteriorate with or without use. But before we decide to avoid them, let us see how they stand up with other library resources. The following report is much abbreviated from a survey of newspaper collecting problems made for the University of California libraries in May 1947, a study which is now being implemented by cooperative action among the institutions concerned. The author, on the staff of the UCLA Library, has been dogged by newspaper collections in several libraries since his entrance into the library field in 1933, and he has long looked upon them with veneration and despair. Part II of the report, proposing a statewide conservation program, will be published whenever the editor is able to work it in.

**G**ROWING CONCERN has been felt in libraries in recent years concerning the collection of newspapers in bulk. The belief that the research value of such material is in direct proportion to its mass is no longer completely convincing and is being aggressively questioned in some quarters. Factors in the administration and use of newspaper materials once ignored, new techniques, and changing attitudes toward the acquisition and preservation of library resources have affected present-day thinking in this field. Current reasoning is in part defeatist, some of it is defensive, and it is occasionally touched by self interest and hysteria, but as much of it as is serious deserves careful consideration. Certain it is that all our present-day practices cannot be continued endlessly.

## Part I — An Examination of Present Collecting Problems

A library newspaper program has two phases, the acquisition and administration of *current papers* and of *back files*. Both types of material exist in impressive bulk, to be reckoned with either as originals or in photographic form. The flow of current receipts into the library

is subject to direct control, but the mass of back files may not be dealt with so readily. The interrelated problems of collecting and conservation, of use, binding, reproduction, storage, and discarding affect these types of papers variously.

*Bulk of Newspaper Files.* Perhaps the most alarming factor calling for an examination of the current attitude toward newspaper resources is the sheer bulk of newspaper holdings and the increasing tempo of their acquisition. No longer can a single library collect original files definitively upon a very wide scale. The Bancroft and California State libraries each contain from 16,000 to 20,000 volumes of newspapers, and a current sampling process brings regularly some 200 titles into each collection, an annual addition to each library of between five and six hundred volumes. The cost of storage, binding, and service facilities for a collection accumulating at this extraordinary rate warrants special attention.

*Deterioration of Files.* Since the introduction of news-print made from wood pulp, newspapers have in general not been permanent library resources. Beginning in the mid-1870's in California and becoming increasingly noticeable in the twentieth century, files have deteriorated without external aid, because of their own unstable structure. In addition, papers have not been stored under optimum conditions in most libraries, and they have usually suffered from use. Consequently hundreds of newspaper volumes are becoming yellow and fragile, and, however much it may be wished, they cannot be permanently preserved in their original form.

*Historical Value of Recent Papers.* The historical value of current newspapers is being questioned in some quarters. To the wide prevalence of syndicated material (news services, "columns," the so-called "boilerplate" sec-

tions of many weekly publications, etc.) and to news editing and other modern journalistic practices is laid the alleged emasculation of the contemporary press as a research tool. National and international news is far more widespread now than in the last century, and the percentage of waste material in the daily papers is truly enormous. But for the everyday record of local events and conditions, the expression of the local point of view, the serial account of life in a region, the local newspaper must still be sought out. Today's paper may require the exercise of greater caution and judgment in its use than ever before, but the product of recent studies of current files demonstrates the indispensable nature of this human record.

#### *Costs of Present Collecting Program.*

A number of costs enter into the acquisition and maintenance of original newspaper files. The first is that of subscription, varying from nothing to about twenty dollars a year. The cost of checking incoming issues and of claiming missing numbers has not been ascertained, but it is an indispensable part of library procedure. Binding newspapers for permanent storage is a large item and one which libraries have not always been willing to meet. It is, nevertheless, essential to the proper preservation and administration of original files. The cost of storage, or at least of providing additional space, is of real concern to library administrations. Housing newspaper files in regulation book stacks is a prodigal use of the area since the huge volumes occupy the full depth of two book shelves, thus wasting every other aisle. The infringement of newspapers upon book space is particularly grievous when shelf space is restricted, for two to three volumes of newspapers occupy six feet of book shelf space. Service costs for newspapers exceed those of other printed material only in the amount of space required per volume for consultation and the increased difficulty of transporting papers which may be held at some distance from the reading room. For general users, newspaper reading rooms, within or outside the stack, need careful super-

vision if the papers are to be preserved.

Newspapers, at least, do not require classification, and the scheme of cataloging and shelving may be extremely simple. They may be filed by place of publication, rather than by whatever fortuitous form the title may happen to take, and the public catalog need contain, under a collective heading, entries for each title filed alphabetically by place, with a "Library has" note to record holdings.

*Microfilm Editions.* The increasing availability of newspaper files upon microfilm has encouraged the acquisition of copies in lieu of originals. Current subscriptions to film editions are somewhat more expensive than original files, but this first cost obviates those of checking and filing current papers, eliminates binding, reduces storage, and makes local photographing for preservation unnecessary. Long back files are costly even in film form, but they are usually obtainable in no other way. The availability of microfilm copies places the original publication on a perpetually in-print basis, an unusual prospect for a newspaper acquisitions program.

*Cooperation in Collecting.* Cooperation among libraries as a means of promoting the collection and use of research material is being widely recognized—a movement encouraged by the growing recognition of the social responsibility of public institutions, the increasing complexity of modern society and its records, rising costs of library operation, and the development of technical devices to facilitate transportation and dissemination. The age of the lone collector is almost as certainly passed as is that of the 18th century encyclopedist. The division of the collecting field and the allocation of areas of responsibility by mutual agreement among cooperating institutions is a frank and honest approach to existing problems. When well established collecting agencies exist, with interests in research material developed, it is good sense and good librarianship to incorporate them into an over-all acquisitions program to avoid unnecessary duplication of effort and material

and to assure a wider and more intense coverage of the field of agreement. Newspapers lend themselves particularly well to this kind of collective treatment.

*Acquisition of Current California Newspapers.* The 1947 count of newspapers being published in California (Ayers Newspaper Directory), comes to 721 titles, 133 of which are dailies. In this branch of the publication business, California ranks second in the United States, Illinois leading by a hundred titles. Of the more than 700 titles, the State Library and two University of California libraries at Berkeley and Los Angeles, as of May 1947, receive approximately half. 93 out of 133, or over two-thirds of the dailies are acquired by one or more of the institutions, and 250 of the weeklies. About 150 special papers (foreign language, labor, etc.) appear regularly, of which approximately half are found in the three collections. It may be that other California libraries are making significant additions to this roster of papers being preserved; the Los Angeles Public Library adds six new titles to the list.

*Duplication.* A striking feature of the present collecting program in California as revealed by statistics, is the amount of duplication being practiced. Of the total of 449 titles currently checked in by the State and Bancroft libraries, 109, or about one-quarter, are received in both places. Half of the 90 individual daily papers received are duplicated, as are a quarter of the weeklies (64 of 250). The duplication of 45 daily publications (each averaging roughly from six to eight bound volumes a year) is a particularly serious matter when storage is being considered.

*Coverage.* The geographic coverage of California newspapers in the three large collections is fairly adequate, except for some of the southern counties (San Bernardino and Riverside, particularly) and a number of miscellaneous gaps in other parts of the state. Recently labor papers are beginning to be systematically collected, and language, minority and trade papers might follow.

The control of duplication, the evaluation of receipts for their effective social coverage (as suggested in Part II of this study), and the consequent addition of titles or the substitution of one publication for another, would assure a collecting program for which no excuse need be made.

*Microfilm in Relation to Newspapers.* Upon the use of microfilm in libraries, particularly upon its outright substitution for original material, aside from its use to supplement original sources, many views and much feeling have been expressed. And when it is coupled in a discussion with the varied opinions regarding the importance of newspapers to historical research, a very live issue indeed is created. Scholarly opposition to microfilm is in part based upon a pardonable preference for original material and is often accompanied by a lamentable lack of concern for the preservation of resources beyond the period of the individual's own use. Some of the criticism of film is based upon experience with inadequate reading equipment. Wider acquaintance with the best available machines, and the improvement of apparatus by manufacturers will tend to modify these conditions.

The California State Library has recently chosen to photograph and discard current California newspapers as an alternative to further binding and storage. Under other circumstances the files might conceivably be reproduced and the originals kept in cheap storage for the term of their usefulness; the film might be stored and the papers used until ready for discarding; or the papers might be held only for the period of current use. In any event, files to be filmed should be copied shortly after receipt and the film substituted for them in preservation plans.

The California State Library, and more recently the University of California, are taking a vigorous lead in conserving perishable library material in film form. Let it be the beginning of a cooperative program which will be comprehensive and statewide in scope.

## WHAT DOES A BUSINESS LIBRARIAN DO?

By EDWIN T. COMAN

WHAT DO LIBRARIANS DO? Together, they seem to do all things for all people. Here we observe a librarian in a business setting, a closeup view provided by an able and experienced practitioner. This is the second of a series of librarian introversions offered by the *California Library Bulletin* as informal in-service training and as orientation for new recruits. Mr. Coman is Director of the Stanford School of Business Library, Vice-President of the California Library Association, and a graduate (1933) of the UC School of Librarianship.

**P**ERHAPS the most apt general characterization of the activities of a business librarian is that he deals with tomorrow's facts today. In no other phase of librarianship is the timeliness of information so important. Another fitting generalization is that his life is never dull. One moment he is providing a list of Fresno jobbers to a small manufacturer, the next he is helping a student pry into the use of radio in factories.

The business librarian is in effect the research department of the small business organization. Even in a large business firm, with its own library, the special librarian is an important part of the research department. He carries greater responsibility than any other member of the library staff because he is in a position to influence important decisions. The information he supplies may save or lose large sums of money, radically change the policies of a firm, or result in a course of action which will affect the lives of many individuals.

To illustrate this point: John Doe's business is losing money—how can he plug the leaks that are draining off his capital? A good business librarian can supply him with information concerning generally accepted business practices and provide yardsticks of performance for his particular line.

The successful business librarian must develop a talent for diagnosis. First, he must aid the individual to perceive his own problem in order that it may

be intelligently attacked with the proper information. And then he must see the particular situation with sufficient clarity to recognize whether the assistance of experts is required.

In John Doe's situation, perhaps the accounting system is inadequate. If so, a list of accountants specializing in the installation of accounting systems might start him toward the solution of his difficulty.

There is a constant danger in the business librarian's line of duty which he must recognize. Like many librarians, he is an expert in *sources of information*. He should know his collection forwards and backwards and be able to judge the validity of a particular reference in relation to the situation in hand. Information is supplied to the patron with pertinent comment, but the librarian should not be tempted to offer his judgment concerning a proper solution. This is not the function of the business librarian, and few of them have the training and none of them the time to spend on detailed analyses of business problems. Consider the predicament of a business librarian if he advised the purchase of Y stock rather than X, whereupon Y promptly declined in value. If he possessed the talent for this sort of counsel, he is foolish not to seek financial rewards which are far greater than those of librarianship.

Much of the work done in a business library concerns the verification of isolated facts. What is the latest population estimate for Bakersfield? Who is president of the Standard Oil Company of California? Where are commercial deposits of pumice? The answers to these questions can be given factually by drawing upon the resources of the business library.

An additional function of the business librarian is to serve as a broker in bringing people together. He enables business-



men with a product to sell to get in touch with distributors or buyers of this product. He assists the man in need of special service or equipment to locate it through directories. It is his regular duty to lead the inquirer to the proper source and to supply lists in answer to mail or telephone requests.

The collegiate business librarian actively participates in the teaching process by advising students in their research, assisting them in making bibliographies, and aiding them in using the library's resources — all integrated with the curriculum. He also assists faculty research by locating material and, occasionally, conducting investigations. Such has been the tremendous growth of enrollment in colleges and universities that business librarians in the large public libraries have had to assume some of the activities of their confrères in schools of business. They not only learn the current reading requirements of students of business and economics, but they must also assist students in their research. This demand levies a considerably heavier tax upon the time and talents of the business librarian in the public library than did the needs of the high school student alone.

The business librarian must select his library resources with care that he may always have the most current information available. The latest handbooks on accounting, sales, finance, etc., directories for all types of business, and yearbooks provide much of the information required. Handbooks are particularly helpful, for they describe accepted business practices and list average costs and salaries, thus supplying standards for individual judgment.

Every business librarian must have a flair for statistics since he will constantly receive requests for data concerning the production of various items of commerce, inventories, or sales. Statistical information comes in a variety of forms: figures telling the number of items produced or sold, or their dollar value, or an index showing the variations from a

given base year. All of these have their special uses, and it is necessary to direct the inquirer to the proper type of source. Very often the statistics are not in the exact form desired by the patron. They are monthly if he desires them on an annual basis; they provide an index figure when quantity of production is wanted; or the series does not run back far enough!

The business librarian must be well acquainted with the usual government sources of statistics, the commercial statistical services, and the statistics made available by trade associations, trade journals, and research organizations. This familiarity should extend to the form in which the statistics are presented, the information supplied, and the period covered. The librarian must be constantly alert to locate new series and to know organizations which may supply unpublished data. Each business library should accumulate as nearly complete a body of statistics on the area which it serves as it is possible to assemble.

The changing business scene requires that the business librarian keep abreast of new developments in management, technology, marketing, and government. This requires scanning and noting significant articles in general business publications and in the leading trade journals in each specialized field. While it might be supposed that he could depend upon the periodical indexes for much of his information, it is essential for him constantly to refresh and broaden his knowledge of all phases of business. Not only does this enable him to see better all aspects of a particular problem upon which he may be searching for information, but perhaps he will spot the precise data sought for by another person last week in vain. From this continuous perusal of current literature, he will pick up clues concerning studies in progress, information regarding yet unpublished government reports, and references to pamphlets which he might otherwise miss.

Since so much of the information re-

quired by business is current, the business librarian will find himself relying very heavily upon periodicals, services, and pamphlets. Much new material appears first in pamphlets, and often the only material available on a particular subject is in this form. The librarian will have a well disciplined pamphlet file located where it can be quickly utilized.

Frequently the business librarian will be asked to prepare checklists and bibliographies pertaining to various fields of business to be used in the preparation of articles and speeches. On other occasions he will be of material assistance in organizing training programs within industry by suggesting curricula and texts. During the war, along with librarians in science and technology, the business librarian contributed very heavily to the Industry War Training Program.

No matter how well equipped the

business librarian and his library are, there will be problems that cannot be solved with the resources at hand. Through his acquaintance with libraries in the vicinity, he can draw upon the knowledge and collections of librarians in special fields too technical and marginal to be represented in his own library. If wise, he will keep a list of experts in various lines to whom he can go or refer an inquirer for information. In a school of business, the librarian is in the happy position of having a corps of specialists always available on the faculty.

The business librarian organizes the extensive literature of his chosen field so that it is immediately useful to the research worker, the businessman, student, and the general public. In a very real sense he is the channel of accumulated experience and study in the field of business to those needing this special information.

### BOOKMOBILE

(Continued from page 88)

The main item of expense — and, therefore, the cause of greatest objection to substituting bookmobile service for existing fixed stations — is the purchase and maintenance of the vehicle itself. This cost cannot be compensated for by any tangible savings or economies. It is, however, justified by the possibility of vastly improved service, by the ability of the library system to offer a type of service which cannot be provided by other means. The saving which the investment would permit may be figurative, but it is nevertheless to be considered: it would save the governmental unit from continuing a service which, although relatively costly, is inadequate and ill-suited to the level of prosperity and literacy. Furthermore, since in California county administration, policy is gradually changing so that housing for library branches and stations may be paid for by the county rather than by the community served, the purchase of

a traveling branch to operate in a number of localities in a county, each entitled to a library station, may be an actual saving in housing costs.

Although the cost of the vehicle appears to be the chief deterrent to acquiring a bookmobile, if it is the general opinion of county administrators that such a purchase will eventually be made, it is suggested that immediate action be taken. Many county governments have at present a relatively high income and, at the same time, much enlarged communities in need of expanded library service. Meanwhile, building and rental costs are much inflated, and suitable personnel to run fixed stations is difficult to find.

It is not a question, therefore, whether a traveling branch is worth the cost, but whether the government is willing now to spend the comparatively modest sum required to convert minimum service at inadequate stations into service on a level comparable to that given elsewhere in the same library system.



## ACADEMIC LIBRARY NOTES

A QUARTERLY RÉSUMÉ of headline news from college, university, and research libraries in California.

### Personnel

*Beverly Caverhill*, formerly with the Reference department of the Seattle Public Library, has been appointed Assistant Librarian of the University of Redlands. The new Librarian of George Pepperdine College is *Robert Broadus*, a BLS graduate of Chicago. At the California Institute of Technology a new Astrophysics Department Library is being organized by *Eleanor G. Crawford*, it was announced by Acting Director of Libraries *Roger Stanton*. This eleventh departmental library at Caltech has for its nucleus the collection of the late *George Ellery Hale*.

Librarian *Elizabeth McCloy* of Occidental College has named *Marjorie Morrell* to be Loan Librarian, while at UCLA *Janet Thomas* is the new Bindery Preparations librarian. Holding the twin appointments of Librarian and Dean at Mills College, *Evelyn Steel Little* has twice as many professional meetings to attend. Her winter schedule took her to ALA in Chicago, to the Association of American Colleges, and the American Conference of Academic Deans. *Helen R. Blasdale*, Associate Librarian at Mills, sends word of the appointment of *Grace L. Winder* as general assistant.

At CU *Ruth A. Steiner*, *Virginia M. Brazier*, and *Virginia K. Troutt* are newly appointed members respectively of the Catalog, Loan, and Accessions departments. Dean *J. Periam Danton* of the University of California's School of Librarianship was host at a meeting of bibliothecal educators, including USC's *Lewis F. Stieg*, Stanford's *Clarence H. Faust*, and *Robert L. Gitler* from Washington. Somewhat earlier *Esther Hile* of Redlands presided over the Conference of College and University Librarians of Southern California at UCLA; the meeting presented Deans *Danton* and *Stieg* in a program on education for librarianship. The spring meeting of the Conference at Caltech

will discuss Use of the Card Catalog.

### New Services & Activities

Librarian *David Davies* of Pomona College reports an attempt to evaluate the library's holdings in mathematics by sending questionnaires to Amherst, Carleton, Colgate, Occidental, Redlands, Reed, and Whittier. Among other things it was learned that Pomona ranks third behind Amherst and Reed in total number of mathematics periodicals.

UCLA and Occidental have shelved up new stack levels. Mills and CU plan to break ground this spring for badly needed new library buildings. UCLA's new wing will probably be ready for service next winter.

Newest branch of CU's General Library is the Chemistry Library, formerly a departmental collection of the College of Chemistry. The Photographic Service at CU will soon start microfilming the unbound arrears of the Bancroft Library newspaper collection. The project is estimated at 7½ million pages and will require 17 man-years to microfilm.

University of California Press has opened a branch bindery in Santa Monica, the primary purpose of which is to serve the four southern campuses. Librarians faced with the problems of care and repair of leather bindings should visit or correspond with Binder *William J. McKeown* at UCLA's William Andrews Clark Memorial Library, who has developed valuable techniques not regarded by him as trade secrets.

Cataloging arrears of 25,000 pieces (half of them pamphlets) at UCLA have been scrutinized by a special committee (*Mate McCurdy*, *Rudolf Engelbarts*, and *Robert Vosper*). If the Committee's recommendations can be implemented the arrears will be vanquished by July 1950.

### Publications & Exhibits

*Edith M. Coulter* of the UC School of Librarianship and *Eleanor Bancroft* of the Bancroft Library are the authors of the introduction and descriptive notes accompanying the plates in "Thirteen

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*"SERVING LIBRARIANS IS OUR BUSINESS"*

California Towns," a recent publication of the Book Club of California.

The Club's "Quarterly News-Letter" has come to life with a series of lively and informative bibliographical essays, including William B. Conway's "The Oscar Wilde Collection in the William Andrews Clark Memorial Library" and "Hand Press Printing in Southern California" by Ward Ritchie. The Scripps College hand-press (inspired by Librarian Dorothy Drake) is credited with a lengthy list of productions.

H. Richard Archer's comprehensive collection of William Faulkner was exhibited at UCLA. The Huntington Library featured a quatercentennial display of Cervantes. Gold Rush commemorative exhibits are too numerous to mention.

Number Four of USC's "Library Bulletin" features an article by Frances Christeson on the Early Printer's Marks fresco in the main reading room. In the same issue Christian R. Dick reports a 14% increase in circulation over the previous high of 1938-39.

J. Periam Danton's annual report of the UC Library School for 1946-47 is highlighted by statistical data on the more than a thousand graduates of the school since its founding in 1926. Of the 927 first year graduates 172 are now employed in public and county libraries, 166 in college and university libraries, 105 in special libraries, 104 in school and junior college libraries, 25 in special university libraries, 10 in children's work; 271 have left library work (for marriage and other careers), 61 failed to respond with information, and 13 are deceased.

Robert Vosper is the author of "Books at UCLA" in the winter issue of the "Pacific Spectator." UCLA has issued a mimeographed catalog of its Music Library and a printed leaflet describing the Olive Percival Collection of Children's Books.

The Bureau of Public Administration at Berkeley has long been a prolific publisher of pamphlets and bibliographies on legislative and governmental prob-

lems, many of them prepared by Librarian Dorothy C. Tompkins. The latest is "The Crime Problem in California," a selected bibliography compiled by Mrs. Tompkins, and priced at 50¢.

#### Acquisitions

Stanford announces the receipt from James W. Brown of New York of a collection of 957 issues of rare and historic newspapers, obtained by Nathan van Patten.

To CU went a collection of the papers of Franklin K. Lane of California, Secretary of the Interior in the Wilson cabinet, the gift of Mrs. Lane. Microfilm copies of the 18,350 Lincoln papers opened at the Library of Congress last summer have been presented to CU by Celene and Lutie D. Goldstein of San Francisco. The Bancroft Library was a heavy buyer at the Auerbach Sale, acquiring such choice items as volume 1 (1854-55) of the Downieville "Sierra Citizen," sources relating to the Holladay Overland Mail and Express Company, and much Mormon material.

Redlands reports the gift of the Harley Farnsworth and Florence Ayscough McNair Library on the Far East. Dr. W. B. Pettus, president of California College in China, presented the Redlands library with seventy records for learning the Chinese language.

USC has acquired the Paul Webster collection of Edgar Allan Poe, numbering 150 volumes, and a host of periodical pieces. The same university's von KleinSmid Library of World Affairs now possesses the complete publisher's file of the official paper of the Idel-Oural Turko-Tatars in the Far East, published in Mukden from 1935-41.

UCLA has bought the library of the late Sir Michael Sadler, British educator, numbering 2,500 volumes and rich in materials on comparative education. The new Biomedical Library at Westwood is receiving numerous gifts from the medical profession, including a collection of historical surgical instruments from Dr. John Shuman, Sr., of Santa Monica.

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## PARTY LINE

*SNATCHES OF TALK, earphone sketches of ideas and plans—this is the sort of news one picks up on a party line. Here the parties are librarians, and the line runs between California public libraries. Are you on?*

**T**HE SLIM "haul" made in a holdup staged recently by three armed bandits in the Watts Branch of Los Angeles Public Library should be a warning to other desperadoes to omit libraries from their ports of call. They took \$15 and wrist watches from the librarian and a patron, but turned up only \$5 more after ransacking the place. On backing out the door, police said one of the men was heard to complain, "I told you we shouldn't have tried this joint; they got nothing but books."

Alberta Schaefer, City Librarian of Ontario, makes every effort to bring the public library and the services it offers to the attention of local people. One publicity device employed was to distribute printed blotters to dress, shoe, and drug stores in the community for use at their check writing counters. These blotters bear a picture of the Ontario Public Library, with the address below for easy location. "Visit your library" is in big print as an invitation to the public, followed by a brief statement telling persons how easy it is to obtain library privileges.

The Gold Discovery Centennial celebrations at Coloma on January 24 found the first branch of El Dorado County Library already in operation at the local store. Dedication ceremonies for the branch at the beginning of the month, under direction of the County Centennial Committee, included talks by State Senator H. B. Dillinger and the *State Librarian*, pioneer-costumed hostesses at a tea in the Shakespeare Club, and visiting librarians from eight neighboring counties. El Dorado County Librarian, Bertha Hellum, insists it is not just a publicity gag that "California Gold," by Rodman Paul, was the first book requested and borrowed by a

patron from that mining town library.

Libraries suffering from the current lack of professionally trained librarians to fill staff vacancies may want to try such recruiting methods as Helen Luce, San Bernardino County Librarian, found effective last spring. She held a recruitment program for high school seniors in the county who might be interested in the library profession. Twenty-one attended. Talks on different types of library work were given by staff members, bulletins from all library schools were on display, and a list of schools was distributed. Students were shown through both county and city libraries at San Bernardino. Lunch was served to them at the county library by the staff. Spring seems the ideal time for such a recruiting project among graduating students who may want to line up their college programs with a career in mind.

Have you seen the double-page leaflet printed for the recruiting program of the Southern Section, School Library Association of California? "There are opportunities for young people in librarianship," it told, and announced a meeting for prospective librarians at Bridges Hall, Pomona College, on February 7, 1948. The notice was sent to all school librarians in the association and to counselors in the colleges. It invited them to bring to the program an interested student, teacher, clerk or counselor. Feeding and "touring" recruits seem to be an essential part of such projects, so luncheon was served and a trip conducted over the campus. Florence Riniker, chairman of the Professional Committee, was in charge of the meeting, which served to introduce attendants to the various types of library work and to the librarians of the region.

Dr. Joseph L. Wheeler, nationally known library consultant, was employed by the city of San Diego for two weeks recently to help revise technical processes

of its public library. Funds for the survey were provided jointly from the Library fund and a City Council appropriation.

Kern County (in addition to the California cities of Long Beach and San Francisco, mentioned previously) was included in the final list of communities selected for study by the Public Library Inquiry. The selection of metropolitan and rural areas throughout the nation provides a cross-section of the population of the United States and of the libraries serving it, as well as a rough sample of library personnel, organization, controls, and services prevalent in the nation. The sampling is also to determine citizen use, non-use, and the attitude toward library service. Results of the intensive analysis will be in terms of the country's library systems as a whole, rather than assessing the work done by any individual library.

Mrs. Laurel C. Hjelte, Plumas County Librarian for the past three years, resigned at the beginning of March to accept a position as high school librarian at Eugene, Oregon. Dorothy Dorland resigned as Solano County Librarian and will take over the Plumas job on April 1. Faye Russell has resigned as Placer County Librarian this month also. Mrs. Russell is to be married to Ralph L. Hupp of Chico.

Recent changes in Navy Library personnel include the appointment of Mrs. Alice Stokes Kirwan as librarian of the new graduate naval academy at Del Monte. She was replaced as librarian of the Eleventh Naval District in San Diego by Mrs. Helen Hendrick. Mildred Andrews heads the San Diego Naval Air Station Library. Jane Dick has retired from the position of Twelfth Naval District Librarian at San Francisco.

Mabel W. Thomas, Assistant Librarian and Chief Reference Librarian of Oakland Public Library, retired on the first of February after 42 years of notable service and great accomplishment. "Her name," writes Peter Conmy, her

chief, "will remain chiselled forever in golden letters on the service roll of the Oakland Public Library, and enshrined with the good wishes of those who love her."

Mary Oxley, Children's Librarian of Pasadena Library for 26 years, retired at the end of 1947. "It is surely not an overstatement," Doris Hoit says, "that she has influenced the lives of thousands of children in their love of books, and in increasing their sense of security and poise . . ." Jessie H. Hume succeeds Miss Oxley as Children's Librarian.

National Hobby Week, March 17-23, will give libraries a field day to feature "how-to" books on gardening, crafts, sports, games, painting, photography and all. What kinds of hobbies do librarians themselves choose? It would be interesting to hear about a few of them.

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MARCH 1948

# CALIFORNIA LIBRARY ASSOCIATION

## FINANCIAL STATEMENT

(Audited February 1948)

Comparative statement of income and expenses for the years ended December 31, 1947 and 1946.

### INCOME

| Dues credited to districts           | 1947       |          | 1946     |
|--------------------------------------|------------|----------|----------|
|                                      | Budget     | Actual   |          |
| Golden Empire                        | —          | \$ 71.93 | 67.03    |
| Golden Gate                          | —          | 351.88   | 285.84   |
| Mount Shasta                         | —          | 22.89    | 21.20    |
| Redwood                              | —          | 9.75     | 5.78     |
| Southern                             | —          | 468.01   | 427.95   |
| Yosemite                             | —          | 110.26   | 96.39    |
|                                      | —          | 1,034.72 | 904.19   |
| Dues — Out of State                  | —          | 39.75    | 37.25    |
| Dues — General Fund                  | —          | 3,096.98 | 2,710.11 |
| Total individual dues                | 3,650.00   | 4,171.45 | 3,651.55 |
| Institutional Dues                   | 600.00     | 620.00   | 575.00   |
| Total dues                           | 4,250.00   | 4,791.45 | 4,226.55 |
| Life memberships                     | 100.00     | 155.00   | 120.00   |
| Initiation fees                      | 275.00     | 246.00   | 254.00   |
| Sale of Publications                 | 25.00      | 9.50     | 39.05    |
| Advertising                          | 1,350.00   | 1,565.17 | 1,248.12 |
| Convention Exhibits                  | 300.00     | 1,397.60 | 384.00   |
| Convention registration              | —          | —        | 581.00   |
| Transferred from War Activities Fund | —          | .09      | —        |
| Miscellaneous Receipts               | —          | 2.25     | 41.84    |
| Total Income                         | \$6,300.00 | 8,167.06 | 6,894.56 |

### EXPENSES

| General expenses                                  |          |          |           |
|---|----------|----------|-----------|
| Executive Board                                   | 225.00   | 131.62   | 143.17    |
| Publications                                      | 2,200.00 | 2,680.54 | 2,915.41  |
| Annual Meeting                                    | 50.00    | —        | 902.24    |
| Committees  | 25.00    | 22.36    | 97.09     |
| Election  | 60.00    | 75.93    | 57.88     |
| Affiliations                                      | 100.00   | 100.00   | 105.00    |
| Executive Secretary — Salary                      | 2,400.00 | 2,400.00 | 2,400.00  |
| Travel  | 50.00    | 51.55    | 27.29     |
| President — Office                                | 25.00    | 21.47    | —         |
| Travel  | 100.00   | 59.98    | 96.97     |
| Office Expense (includes addressograph equipment) | 250.00   | 274.47   | 283.99    |
| Postage   | 100.00   | 86.38    | 94.72     |
| Telephone and Telegraph                           | 100.00   | 90.67    | 199.76    |
| Printing  | 150.00   | 160.92   | 129.66    |
| Miscellaneous Expense                             | 40.00    | 71.93    | 92.14     |
| Audit   | 75.00    | 75.00    | —         |
| Convention  | —        | 913.45   | —         |
| Life Savings                                      | 100.00   | —        | —         |
| District Expenses                                 | —        | —        | —         |
| Golden Empire                                     | —        | 41.79    | 39.10     |
| Golden Gate                                       | —        | 58.26    | 39.16     |
| Mount Shasta                                      | —        | 21.42    | 31.19     |
| Southern  | —        | 38.35    | 89.55     |
| Yosemite  | —        | 40.80    | 31.98     |
| Redwood   | —        | 22.08    | —         |
| Total Expenses                                    | 6,300.00 | 7,438.97 | 7,776.30  |
| Excess of Income over Expense                     | —        | 728.09   | (—881.74) |

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## CALIFORNIA LIBRARY ASSOCIATION

### Financial Statement of Special Funds.

Summary of changes in funds for the year ended December 31, 1947.

| Special Funds                          | Balance<br>Dec. 31,<br>1946 | Additions       | Deductions      | Balance<br>Dec. 31,<br>1947 |
|--|-----------------------------|-----------------|-----------------|-----------------------------|
| Treasure Chest                         | 1,245.50                    | —               | 1,165.10        | 80.40                       |
| War Activities                         | .09                         | —               | .09             | —                           |
| Junior Section                         | 97.41                       | 17.15           | —               | 114.56                      |
| Boys and Girls Section                 | 173.01                      | 169.75          | 68.75           | 274.01                      |
| College & University Libraries Section | —                           | 72.50           | —               | 72.50                       |
|  | 1,516.01                    | 259.40          | 1,233.94        | 541.47                      |
| General Fund                           | 622.27                      | 8,167.06        | 7,438.97        | 1,350.36                    |
|  | <u>2,138.28</u>             | <u>8,426.46</u> | <u>8,672.91</u> | <u>1,891.83</u>             |

## BALANCE SHEET

As at December 31, 1947

### ASSETS

|                                    |          |                 |
|------------------------------------|----------|-----------------|
| Cash — Commercial Account          | 1,769.62 |                 |
| Savings Account (Life Memberships) | 298.39   |                 |
| Office Cash                        | 15.00    | 2,083.01        |
| U. S. Government Bond, Series F    |          | 370.00          |
| Accounts Receivable — General Fund |          | 232.63          |
| Total Assets                       |          | <u>2,685.64</u> |

### LIABILITIES

|  |          |                 |
|--|----------|-----------------|
| Federal Income Tax Withheld              | 137.60   |                 |
| Accounts Payable — General Fund          | 656.21   | 793.81          |
| Funds — General                          | 1,350.36 |                 |
| Treasure Chest                           | 80.40    |                 |
| Junior Section                           | 114.56   |                 |
| Boys and Girls Section                   | 274.01   |                 |
| College and University Libraries Section | 72.50    |                 |
| Total Liabilities and Funds              |          | <u>1,891.83</u> |
|  |          | <u>2,685.64</u> |

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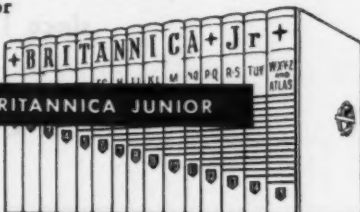
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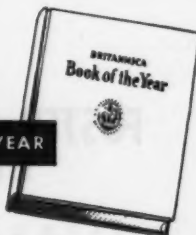
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